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THE CITY OF SAN DIEGO

MEMORANDUM

DATE: October 11, 2007

TO: Scott Peters, City Council Chair

FROM: William Anderson, Deputy Chief of Land Use and Housing

SUBJECT: Extension of the Downtown Parking Pilot Program

The Downtown Parking Pilot Program will automatically sunset on November 26, 2007 unless it is extended by an action of the City Council. Our department is requesting that this matter be placed on the supplemental docket for the Council Meeting of October 15, 2007. We have prepared the 1472 packet to amend the Municipal Code to change the termination date of the Downtown Parking Pilot Program and lodged it with the docket office. We encourage you to docket this item so as to prevent confusion and unnecessary expenses that would result if there is a lapse in time between the existing sunset date and the adoption of an extended sunset date.

If the pilot expires, the City is required to ensure the parking management of the pilot area complies with the Municipal Code. This may call for City staff to conceal the signs and new meters associated with the pilot. This effort would involve significant staff resources and possibly reduce on-street parking utilization rates, meter revenue, and make citations unenforceable. This could be avoided if this action were to be processed on the October 15<sup>th</sup> supplemental docket. The only change to the existing ordinance is striking out the date, "November 26, 2007" and replacing it with "April 30, 2009." This would allow City staff to extend a successful pilot program and grant the time needed to refine recommendations based on the pilot study's findings. If the amendment to the ordinance is heard by City Council on October 15<sup>th</sup>, the second reading could take place on October 29<sup>th</sup> and would take effect 30 days later on November 28<sup>th</sup> lapsing by only one day.

Respectfully submitted,

William Anderson  
Deputy Chief of Land Use and Housing

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10/30

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# REQUEST FOR COUNCIL ACTION

CITY OF SAN DIEGO

1. CERTIFICATE NUMBER  
(FOR AUDITOR'S USE ONLY)TO:  
CITY ATTORNEY2. FROM (ORIGINATING DEPARTMENT):  
CITY PLANNING & COMMUNITY INVESTMENT3. DATE:  
10/08/2007

## 4. SUBJECT:

Extension of the Downtown Parking Pilot Program

## 5. PRIMARY CONTACT (NAME, PHONE &amp; MAIL STA.):

Melisa Tintocalis, (619) 236-6476 MS 56D

## 6. SECONDARY CONTACT (NAME, PHONE &amp; MAIL STA.):

Scott Kessler, (619) 236-6421 MS 56D

7. CHECK BOX IF REPORT TO  
COUNCIL IS ATTACHED ☒

## 8. COMPLETE FOR ACCOUNTING PURPOSES

FUND					
DEPT.					
ORGANIZATION					
OBJECT ACCOUNT					
JOB ORDER					
C.I.P. NUMBER					
AMOUNT					

## 9. ADDITIONAL INFORMATION / ESTIMATED COST:

There is no anticipated negative fiscal impact to the City.

## 10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	SCOTT KESSLER	10-9-07	7	DEPUTY CHIEF	WILLIAM ANDERSON	10-9-07
2	DEPARTMENT DIRECTOR	WILLIAM ANDERSON	10-9-07	8	COO	JAY GOLDSTONE	NA
3	ENVIRONMENTAL REVIEW	KENNETH TEASLEY	10/9/07	9	CITY ATTORNEY	JOHN HEMMERLING	10-10-07
4	LIAISON OFFICE	ED PLANK	10/10/07		ORIGINATING DEPARTMENT	MELISA TINTOCALIS	10-10-07
5	FINANCIAL MANAGEMENT	AUTHORIZED SIGNER	10/10/07		DOCKET COORD:		
6	AUDITORS	FERNANDA FIGUEROA	10/10/07		COUNCIL PRESIDENT		
					<input type="checkbox"/> SPOB	<input checked="" type="checkbox"/> CONSENT	<input type="checkbox"/> ADOPTION
					<input type="checkbox"/> REFER TO:		COUNCIL DATE: 10/16/07

## 11. PREPARATION OF:

☒ RESOLUTION(S)☒ ORDINANCE(S)☐ AGREEMENT(S)☐ DEED(S)

See "Attachment A"

## 11A. STAFF RECOMMENDATIONS: Adopt the Resolutions

## 12. SPECIAL CONDITIONS:

COUNCIL DISTRICT(S):

2

COMMUNITY AREA(S):

Cortez Hill, Downtown, East Village, Little Italy, and the Marina

ENVIRONMENTAL IMPACT:

This activity is not a project and therefore exempt from CEQA pursuant to Sate Guidelines Section 15060 (c)(3).

HOUSING IMPACT:

None.

“Attachment A”  
(Continued from Box 11)

1. Adopt a resolution to extend the testing period of the Downtown Parking Pilot Program until April 30, 2009, to provide staff the additional time necessary to evaluate the complete effect of the Pilot.
2. Adopt an ordinance amending Section 86.22 in Chapter 8 of the Municipal Code to extend the Downtown Parking Pilot Program, as described in Resolution No. RR-299867, terminating on April 30, 2009.

**EXECUTIVE SUMMARY SHEET**

City of San Diego

REPORT NO:

DATE ISSUED: October 4, 2007  
ATTENTION: City Councilmembers  
ORIGINATING DEPARTMENT: City Planning & Community Investment  
SUBJECT: Extension of Downtown Parking Pilot Program  
COUNCIL DISTRICT(S):  
CONTACT/PHONE NUMBER: Melisa Tintocalis/(619)236-6476

**REQUESTED ACTION:**

1. Adopt a resolution to extend the testing period of the Downtown Parking Pilot Program until April 30, 2009, to provide staff the additional time necessary to evaluate the complete effect of the Pilot.
2. Adopt an ordinance amending Section 86.22 in Chapter 8 of the Municipal Code to extend the Downtown Parking Pilot Program, as described in Resolution No. RR-299867, terminating on April 30, 2009.

**STAFF RECOMMENDATION:**

Approve requested actions.

**SUMMARY:**

On November 24, 2004, City Council approved the Downtown Parking Pilot Program [Pilot]. The goal of the Pilot was to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and that could later be applied citywide. The Pilot authorized the Downtown Parking Management Group [DPMG] to work with City staff as the advisory body to test on-street parking management strategies as well explore the use of new parking meter technology in selected parts of East Village, Marina, Cortez, and Little Italy.

The management strategies include adjusting the hourly parking meter rates and parking time limits as well as using multi-space pay stations in place of mechanical single-head meters. The new strategies have allowed the DPMG to adjust time limits from one-hour to nine-hour durations and to modify meter rates from \$.50 to \$1.25 per hour to achieve a target utilization rate of 85 percent (15 percent vacancy) -- the optimal point at which parking supply is maximized yet there remains a sufficient level of parking available to motorists. In addition, 50 multi-space pay stations were installed allowing motorists to pay with credit cards, coins and prepaid value cards. The new pay stations are controlled remotely and offer the flexibility needed to adjust time restrictions and rates based on demand during peak seasons and special events.

Reports by the DPMG and City staff have pointed towards an increase in on-street parking utilization rates and the associated parking revenue. However, additional time is necessary for staff to evaluate the complete effect of the Pilot and provide City Council with refined recommendations based on the findings from the Pilot. The Pilot is scheduled to sunset on

November 26, 2007. Staff recommends that the Pilot to continue without interruption until a full evaluation is completed; and, to that end requests an extension of the Pilot until April 30, 2009.

FISCAL CONSIDERATIONS:

There is no negative fiscal impact to the City by extending the Downtown Parking Pilot Program.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:


Council District II formed the Downtown Parking Management Group to implement ideas from the City Manager's Parking Task Force on March 18, 2004 (Report No. 04-061). The City Council later passed Resolution R-299867 on November 29, 2004 and Ordinance O-19343 on December 12, 2004; granting the City Manager the authority to vary the time limits and meter rates for the Pilot within the test areas identified in the DPMG Report #1 (East Village, Marina, Cortez, and Little Italy). The Pilot was previously extended to November 26, 2007, by Ordinance Number O-19493 on May 19, 2006.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

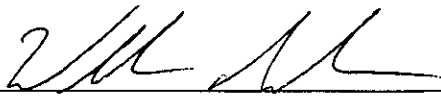
The DPMG represents community stakeholders from the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. They hold monthly meetings, open to the public and attended by City staff and interested community members.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

The Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation.



Scott Kessler  
Originating Department



William Anderson  
Deputy Chief/Chief Operating Officer

ORDINANCE NUMBER O-\_\_\_\_\_ (NEW SERIES)

DATE OF FINAL PASSAGE \_\_\_\_\_

AN ORDINANCE AMENDING CHAPTER 8, ARTICLE 6,  
DIVISION 11, OF THE SAN DIEGO MUNICIPAL CODE BY  
AMENDING SECTION 86.11, RELATING TO PARKING  
METER RATES.

WHEREAS, the Downtown Parking Management Group was formed in 2004; and

WHEREAS, the Downtown Parking Management Group and staff analyzed Downtown parking issues extensively, and recommended the establishment of the Downtown Parking Pilot Program [Program]; and

WHEREAS, in November 2004 the Program was established pursuant to Council Resolution R-299867, and with a previous extension in May 2006, was set to terminate on November 26, 2007; and

WHEREAS, additional time is necessary to evaluate the complete effect of the program; and

WHEREAS, the City Council desires this program to continue without interruption until a full evaluation is completed and, to that end enacts this ordinance to continue the Program; and,

WHEREAS, this action will not result in a direct or reasonably foreseeable indirect physical change in the environment and is therefore not subject to the California Environmental Quality Act; NOW THEREFORE,

BE IT ORDAINED, by the Council of the City of San Diego, as follows:

Section 1. That Chapter 8, Article 6, Division 11, of the San Diego Municipal Code is amended by amending section 86.11, to read as follows:

**§86.11            Parking Meter Zones and Rates - Authority**

(a)-(b) [No change in text.]

(c)     Notwithstanding subsection (a), the City Manager is authorized to establish a range for hourly parking meter rates from \$0.50 to \$1.25 within the Downtown Parking Pilot Program, as described in Resolution No. 299867, effective November 22, 2004 and terminating on April 30, 2009.

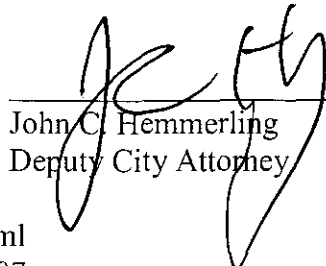
Section 2. That a full reading of this ordinance is dispensed with prior to its final passage, a written or printed copy having been available to the City Council and the public a day prior to its final passage.

Section 3. That this ordinance shall take effect and be in force on the thirtieth day from and after its final passage pursuant to the authority contained in San Diego Charter section 295, and subsection (c) of the ordinance shall terminate on April 30, 2009.

Section 4: On the termination date, the City Clerk is instructed to remove section 86.11(c) from the text of the Municipal Code.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By

  
\_\_\_\_\_  
John C. Hemmerling  
Deputy City Attorney

JCH:aml  
10/09/07  
Or.Dept: SDPD  
O-2007-49

I hereby certify that the foregoing Ordinance was passed by the Council of the City of San Diego, at this meeting of \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor



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**STRIKEOUT ORDINANCE**

**OLD LANGUAGE: ~~STRIKEOUT~~**

**NEW LANGUAGE: UNDERLINE**

(O-2008-49)

ORDINANCE NUMBER O-\_\_\_\_\_ (NEW SERIES)

DATE OF FINAL PASSAGE \_\_\_\_\_

AN ORDINANCE AMENDING CHAPTER 8, ARTICLE 6,  
DIVISION 11, OF THE SAN DIEGO MUNICIPAL CODE BY  
AMENDING SECTION 86.11, RELATING TO PARKING  
METER RATES.

**§86.11      Parking Meter Zones and Rates - Authority**

(a)-(b) [No change in text.]

(c)      Notwithstanding subsection (a), the City Manager is authorized to  
establish a range for hourly parking meter rates from \$0.50 to \$1.25 within  
the Downtown Parking Pilot Program, as described in Resolution No.  
299867, effective November 22, 2004, and terminating on ~~November 29,~~  
2007 April 30, 2009.

CLEAR'S FILE COPY

(R-2005-456)

RESOLUTION NUMBER R- 200867ADOPTED ON NOV 22 2004

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN  
DIEGO AUTHORIZING THE CITY MANAGER TO  
ESTABLISH A DOWNTOWN PARKING PILOT PROGRAM.

WHEREAS, on March 24, 2004, the City Manager presented the recommendations of the  
Manager's Parking Task force to the Land use and Housing Committee (Manager's Report  
No. 04-214); and

WHEREAS, the subject proposal is to authorize the City Manager to implement changes  
for time limit parking and parking meter rates within a designated area (pilot area) and within the  
specified parameters as needed for a period effective and coinciding with Ordinance No.

[O- 19343 ]; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That City Manager's Report No. 04-249 dated November 17, 2004, to  
establish a Downtown Parking Pilot Program in the designated area as shown on Attachment 1.

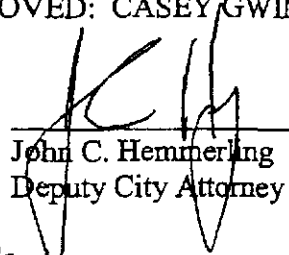
2. That the City Manager pursuant to the authority conferred by and in accordance  
with the provisions of section 86.04 of the San Diego Municipal Code, is authorize to establish  
variable hours for on street parking from one hour to nine hours time limit, effective

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between the hours of 8:00 a.m. and 6:00 p.m., Monday through Saturday, with Sundays and certain holidays excepted, in the Downtown Parking Pilot Program area.

APPROVED: CASEY GWINN, City Attorney

By



John C. Hemmerling  
Deputy City Attorney

JCH:als

11/09/04

Or.Dept: E&CP

R-2005-456

MMS# 1021

